

*"Classy looking
pack..."*

*"I like the
new crest..."*

*"With the same
great taste..."*

Parliament Lights.
Same great taste in a
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2071654874

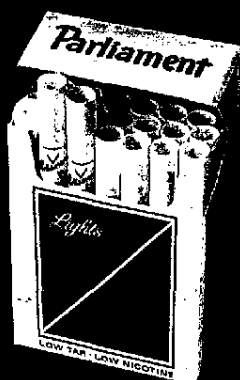
**What People
Are Saying
Behind
Our Pack.**

**What People
Are Saying
Behind
Our Pack.**

2071654875

PARLIAMENT

Lights



SOMETHING NEW

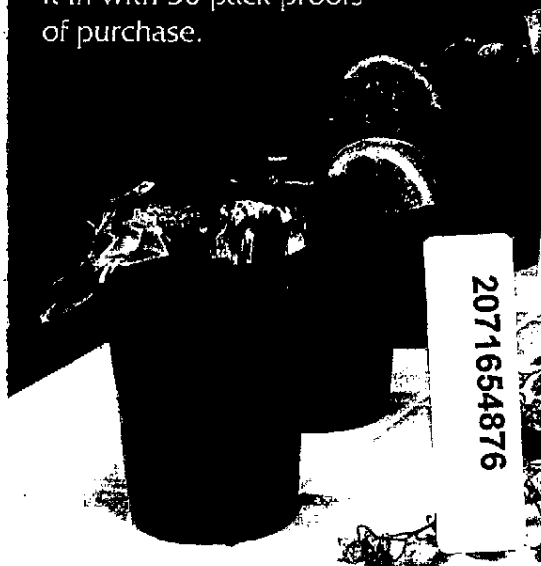
What's new? Our packaging. Same great taste with a fresh new look.

AND

SOMETHING BLUE

What's blue? Four Parliament blue glass tumblers, yours FREE.

Just complete the survey and send it in with 30 pack proofs of purchase.



PARLIAMENT

Lights

Tell us what's new with you, and receive four FREE Parliament blue glass tumblers with 30 pack proofs of purchase.

Complete and return the following survey in an envelope with 30 pack proofs of purchase (UPC IIIII codes), plus postage and handling, and we'll send you four Parliament blue glass tumblers to sip your favorite drink from while you enjoy The Perfect Recess. And when you complete the survey, we'll also put you on the mailing list to receive future offers from Parliament. We look forward to hearing from you.

☐ Mr. ☐ Ms. ☐ Mrs. ☐ Male ☐ Female

Address _____ Apt. # _____

City _____ State _____ ZIP _____ Phone () _____

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

X _____
Signature (required)

Birth Date (required)

Today's Date

1. What is your regular brand of cigarettes — that is, the brand you smoke most often?

(brand)

2. Is your regular brand...? (Check one.)

☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)

☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)

☐ Lowest/1mg Tar ☐ Light ☐ Medium
☐ Ultra/Extra Low Tar ☐ Mild ☐ Full Flavor

5. Do you usually buy it by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both Ways

6. How long have you smoked this brand?

☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

7. What, if any, was your previous brand?

(brand)

8. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

9. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

10. If your regular brand were not available, which of the following brands would you consider buying?

(Check all that apply.)

| | | |
|------------------------------------------|--------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Alpine | <input type="checkbox"/> GPC | <input type="checkbox"/> Pyramid |
| <input type="checkbox"/> Basic | <input type="checkbox"/> Kent | <input type="checkbox"/> Raleigh Extra |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Kool | <input type="checkbox"/> Salem |
| <input type="checkbox"/> Best Buy | <input type="checkbox"/> Magna | <input type="checkbox"/> Sterling |
| <input type="checkbox"/> Best Value | <input type="checkbox"/> Marlboro | <input type="checkbox"/> Store Brand/ Generic |
| <input type="checkbox"/> Bristol | <input type="checkbox"/> Merit | <input type="checkbox"/> Super Slims |
| <input type="checkbox"/> Bucks | <input type="checkbox"/> Misty | <input type="checkbox"/> True |
| <input type="checkbox"/> Cambridge | <input type="checkbox"/> Monarch | <input type="checkbox"/> Vantage |
| <input type="checkbox"/> Camel | <input type="checkbox"/> Montclair | <input type="checkbox"/> Viceroy |
| <input type="checkbox"/> Capri | <input type="checkbox"/> More | <input type="checkbox"/> Virginia Slims |
| <input type="checkbox"/> Carlton | <input type="checkbox"/> Newport | <input type="checkbox"/> Winston |
| <input type="checkbox"/> Doral | <input type="checkbox"/> Now | |
| <input type="checkbox"/> None | <input type="checkbox"/> Parliament | |
| | <input type="checkbox"/> Other _____ | |

(brand)

(more on reverse side)

2071654877

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

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8 mg. "tar," 0.7 mg. nicotine
av. per cigarette by FTC method.

11. Please list *all* the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)

| | |
|--------------|------------------|
| _____ | # of Packs _____ |
| (brand name) | |
| _____ | # of Packs _____ |
| (brand name) | |
| _____ | # of Packs _____ |
| (brand name) | |

12. Where do you usually buy your cigarettes? (Check one.)
- ☐ Supermarket Chain ☐ Drug Store/Pharmacy
- ☐ Neighborhood Grocery ☐ Discount Store
- ☐ Convenience/Gas Station

13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

| | | | |
|------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|
| | <i>Frequently</i> | <i>Occasionally</i> | <i>Never</i> |
| I look for special offers for my regular brand... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I take advantage of special offers for brands other than my regular brand... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

14. Which of the following best describes you?

(Check one.)

- ☐ White ☐ Asian
- ☐ African-American ☐ American Indian
- ☐ Hispanic ☐ Other

Please send survey, along with pack proofs of purchase (UPC III symbols) and shipping and handling to:

PARLIAMENT
TUMBLERS OFFER
P.O. Box 8182
Dover, DE 19905-8182

SHIPPING & HANDLING CHART

| # of sets | shipping and handling requirements | UPC's required | check only one |
|-----------|------------------------------------|----------------|----------------|
| 1 | \$4.00 | 30 | |
| or | | | |
| 2 | \$5.50 | 60 | |

Make check or money order payable to: Parliament Tumblers Offer. Do not send cash. Offer limited to 2 sets per person. Carton UPCs not accepted. Photocopies not accepted. Offer expires 9/30/96. All tumbler orders and surveys must be received by 9/30/96. Offer limited to smokers 21 years of age or older.

Please allow 10 to 12 weeks for delivery. Not responsible for lost, late, misdirected, mutilated or postage-due mail. Offer good only in U.S.A. Limited to 2 sets of 4 Tumblers per person, regardless of the number of surveys completed. Offer void to employees of Philip Morris and its advertising agencies. Void where otherwise prohibited, taxed or licensed.

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